

13, the magnetic field of the magnetic material **42** must not emanate towards the electronic circuitry **13**. To remedy this problem, the present invention affixes the laminate **44** to the back face **42b** of the magnetic material **42** and produces a magnetic field of relatively low strength, such that the electronic circuitry **13** is operable, and the magnetic material **42** is still capable of removably coupling the telephone **10** to the surface.

[0037] In accordance with a second preferred embodiment of the present invention, and as illustrated in **FIG. 4**, the sixth panel **32** may be provided with a repositionable adhesive **48** applied directly to the front face **32a** of the sixth panel **32** and a liner having a silicone release coating **50** covering the repositionable adhesive **48**, such that the user of the present invention may remove the silicone release layer **50** and position the telephone **10** on the surface. The repositionable adhesive is such as manufactured by Forbo Adhesives of Durham, N.C., product number 2550. Once folded, the sixth panel **32** is secured to the back face **30b** of the fifth panel **30** using cohesive **38** applied to an outer edge of the back face **30b** of the fifth panel and the back face **32b** of the sixth panel as folding the extended form of the telephone **10** "around itself," as best illustrated in **FIGS. 8 and 10**. As illustrated in **FIG. 9**, the front face **24a, 26a, 28a, 30a, 32a** of the second, third, fourth, fifth, and sixth panels **24, 26, 28, 30, 32** may be printed. Alternatively, the front face **24a, 28a, 32a** of the second, fourth, and sixth panels **24, 28, 32** may be printed (not shown), and the back face **22b, 26b, 30b** of the first, third, and fifth panels **22, 26, 30** may be printed (not shown). To secure the panels **22, 24, 26, 28, 30, 32** together once folded, cohesive **38** may be applied to an outer edge of each opposing panel.

[0038] The present invention may also be used with other electronic communication devices **5**, such as radio frequency identification ("RFID") devices, including RFID tags **52**, which function as transponders or transmitters. Examples of suitable RFID devices as electronic communication devices **5** or methods of using such are shown and described in the following U.S. patents, the disclosures of which are incorporated herein by reference: U.S. Pat. No. 6,127,928 assigned to E-Tag Systems, Inc.; U.S. Pat. No. 6,019,865 assigned to Moore U.S.A. Inc.; U.S. Pat. No. 5,920,287 assigned to Widata Corporation; U.S. Pat. No. 5,936,527 assigned to E-Tag Systems, Inc.; U.S. Pat. No. 5,838,253 assigned to Accu-Sort Systems, Inc.; U.S. Pat. No. 5,528,222 assigned to International Business Machines Corporation; and **5,497,140** assigned to Micron Technology, Inc.

[0039] Recent technological advances have furthered RFID technology by developing an RFID tag **52** broadly comprised of paper printed with conductive ink and a silicone microprocessor, as illustrated in **FIG. 11**. Instead of using conductive wire, capacitively coupled RFID tags, as they are known in the art, use conductive ink to transmit a radio signal, which allows for smaller and less expensive tags. Such capacitively coupled RFID tags **52** are manufactured by Motorola, Inc. of Schaumburg, Ill., under the tradename BISTATIX and are shown and described in U.S. Pat. No. 6,384,727 B1 assigned to Motorola, Inc. As with conventional RFID tags, capacitively coupled RFID tags **52** have electronic circuitry **13** that interferes with any magnetic material **42** positioned proximately adjacent to the circuitry **13**. The present invention is operable to prevent this inter-

ference by magnetically influencing the magnetic material **42**, as described above, so that the magnetic material's magnetic field emanates away from a back face **52b** of the RFID tag **52**. Alternatively, the thin synthetic resin laminate **44** may be intermediately provided between the back face **52b** of the RFID tag **52** and the magnetic material **42**. As with the disposable telephone **10**, the laminate **44** acts as a shield against the magnetic field produced by the magnetic material **42**, and thus prevents interference of the electronic circuitry **13** with the magnetic field.

[0040] The present invention is preferably mounted on a substantially smooth upright surface, such as a refrigerator or wall, as illustrated in **FIG. 1**. Since the present invention is adapted to be mounted without a mechanical mounting, the electronic communication device may be placed quickly and easily on the upright surface such that the electronic communication device **5** is substantially flush with the surface. In the above-described preferred first embodiment, the telephone **10** may alternatively be programmed with a single telephone number, such that the telephone **10** is operable to only call that number. The body **12** of the telephone **10** may also be printed with promotional indicia for marketing or advertising. Since the telephone **10** is disposable, companies could use the telephone **10** as a marketing tool, such that a user, for example, would mount the telephone **10** to their refrigerator and call the company directly using the telephone **10**.

[0041] The repositionable adhesive **48** described in the second preferred embodiment is particularly adapted for securement of the electronic communication device **5** to any surface. Since the present invention is operable to self-mount the device **5**, a mechanical mount need not be used to mount the device **5** on, for example, a dashboard of a car. The self-mounting feature of the present invention thus reduces the cost of having to buy and install the mechanical mount. Also, the present invention does not damage the surface to which it is mounted, as opposed to some mechanical mounts.

[0042] Although preferred forms of the invention have been described above, it is to be recognized that such disclosure is by way of illustration only and should not be utilized in a limiting sense in interpreting the scope of the present invention. Obvious modifications to the exemplary embodiments, as hereinabove set forth, could be readily made by those skilled in the art without departing from the spirit of the present invention. For example, the present invention may be used with a variety of electronic communication devices **5**, such as a GPS unit, a calculator, or an electronic game. A plurality of the present invention may also be provided on a carrier sheet, preferably three telephones **10** to each sheet. An outer edge of the extended body **12** is provided with score lines or lines of weakness **54**, as illustrated in **FIG. 7**, so that the user of the invention may easily remove the body **12** from the carrier sheet and fold the body **12** into a workable telephone **10**.

[0043] Additionally, the dielectric material used to form the body **12** of the electronic communication device **5** may be folded in a different manner from those described above. The body **12** of the device **5** may also comprise one solid piece not formed of a folded material. Additionally, it is not essential that the body **12** be disposable, since the present invention is operable to be used with any thin-bodied